

FILE

fashion / calendar

Ruth Finley, Publisher / a weekly publication / 23rd year

8 East 77th St./New York 21, N. Y./TR 9-2343/ OCT. 7, 1963

1963

JANUARY	FEBRUARY	MARCH	APRIL
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SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 4, 1963</u>			
Thursday Oct. 3	OPEN HOUSE PREVIEW: NEW BOUTIQUE	BOUTIQUE CARTIER	653 FIFTH AVENUE AT 52ND STREET
9:30 A.M.-	Preview of gifts, silver, jewelry, clocks, watches---from \$10.00 to \$1,000.		
12:00 Noon	By invitation. Publ.: Pierce McGovern, PL. 3-0111; or Terry Mayer, TE. 8-7100.		
Thursday Oct. 3	FUR FASHIONS AT LUNCHEON SHOW	HATTIE CARNEGIE (42 EAST 49TH STREET)	HOTEL PLAZA TERRACE ROOM
12:30 P.M. Luncheon	Fall and Winter fur fashions from Hattie Carnegie during luncheon. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL.9-3000. Carnegie Publicity: Jeri Amstel, PL. 5-2600. Fashion Show Director: Mary Alice Rice, PL. 2-5726.		
Thursday Oct. 3	PRESS PREVIEW OF FUR FASHIONS	RITTER BROTHERS	SHERRY NETHERLANDS CRYSTAL PAVILION
2:30 P.M. Cocktails	Press preview of Ritter Brothers custom-order fur collection. By invitation. Publicity: Eleanor Lambert, MJ. 8-2130.		
Thursday Oct. 3	"FORECAST OF FASHION" DINNER DANCE	LORD & TAYLOR	NEW YORK HILTON TRIANON BALLROOM
7:00 P.M.- 11:00 P.M.	"Early Party"--fourth annual "Forecast" and fashion show for benefit of Museum of Early American Folk Arts, New York's newest museum. By invitation. Public Relations: Jeri Savidge, WI. 7-3300.		
Beginning Thursday Oct. 3	OPENING OF CRUISE KNITWEAR COLLECTION	RUDI GERNREICH FOR HARMON KNITWEAR	1407 BROADWAY - RM.600 CHARLES ROSE OFFICES
	Continuous showings of knitwear--swimwear, dresses, and sportswear, designed by Rudi Gernreich. Contact: BR. 9-5664.		
Thursday Oct. 3	RESORT AND SPRING COLLECTION	PETTI-4	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Continuous showings of Petti-4 custom-size petites. Contact: George Rappaport, CH. 4-3558.		
Oct. 4	LORD & TAYLOR RELEASE DATE--Irish exhibition, Oct. 2.		
Friday Oct. 4	PRESS SHOWING: RESORT AND SPRING COLLECTION	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
11:00 A.M.	Press preview of Wragge's Resort and Spring collection. By invitation. Thereafter, Oct. 8, 14, 21, 28 at 11:00 A.M. All showings by invitation. Contact: Pat Brooks, WI. 7-4968.		
Friday Oct. 4	PRESS PREVIEW: RESORT BOUTIQUE COLLECTION	THE JOHN WEITZ BOUTIQUE (533 SEVENTH AVENUE)	REGENCY HOTEL PARK AVE. & 61ST ST.
2:30 P.M.	John Weitz will preview his boutique collection for Resort and Cruise. By invitation. Contact: Virginia Scovill, LO. 3-4920.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, OCTOBER 6, 1963</u>			
Sunday Oct. 6 6:00 P.M.	RESORT AND SPRING OPENING IN CALIFORNIA By invitation only.	HELGA (722 SO. LOS ANGELES ST.) Contact: Walter Oppenheimer,	BEVERLY HILLS HOTEL CRYSTAL ROOM MADISON 7-0806 (L.A.).
Oct. 7	HENRI BENDEL RELEASE DATE--Fashions by Jane Derby. (Preview Oct. 2)		
Monday Oct. 7 8:30 A.M.	RESORT AND SPRING CALIFORNIA OPENING Breakfast showing, by invitation.	WERLE Contact: Jose Fernandez,	626 N. ROBERTSON BLVD. LOS ANGELES OL. 5-8926 (L.A.).
Postponed Oct. 7	SAKS FIFTH AVENUE PREVIEW OF NEW PEARL SALON, ORIGINALLY SCHEDULED FOR OCT. 7, HAS BEEN POSTPONED TO OCT. 21 AT 12:30 P.M. (See Pg. 5)		
Monday Oct. 7 1:30 P.M.	RESORT AND SPRING OPENING IN CALIFORNIA By invitation only.	TRAVILLA (853 N. LA CIENEGA) Contact: William Sarris,	BEVERLY WILSHIRE HOTEL LE GRANDE TRIANON ROOM OLYMPIA 2-0723 (L.A.).
Monday Oct. 7 5:30 P.M.	RESORT & SPRING OPENING IN CALIFORNIA By invitation only.	BUD KILPATRICK, INC. (2139 STONER AVE., L.A.) Contact: Eph Feinberg,	BEVERLY HILLS HOTEL BEVERLY HILLS, CALIF. BR. 2-1171 (L.A.).
Beginning Monday Oct. 7	OPENING: RESORT AND SPRING COLLECTION Phelps collection for Resort and Spring of separates, dresses, coats, and leather accessories.	PHELPS (SKYLAND, N.C.) Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon,	SHERATON-RUSSELL HOTEL PARK AVE. & 37TH STREET Skyland, North Carolina, ASheville 2-1462; after Oct. 7, MU. 5-7674.
Beginning Monday Oct. 7	RESORT AND SPRING CALIFORNIA OPENING Afternoon, country club dresses and costumes.	WAYNE FULLER, INC. By appointment. Contact:	122 EAST 7TH, L.A. SHOWROOM - 12TH FLOOR Dick Steiner, MA. 7-5461 (L.A.).
Tuesday Oct. 8 9:30 A.M. Breakfast	PRESS PREVIEW OF LINGERIE FASHIONS Showing of lingerie, inspired by Oleg Cassini and manufactured by Peter Pan.	BEST & CO. By invitation. Publicity: Joan Powers,	13TH FLOOR RECREATION ROOM PL. 9-2000.
Tuesday Oct. 8 11:30 A.M.	PRESS PREVIEW OF GIFTS AND ANTIQUES Preview for press of imported gift and antique collection.	BERGDORF GOODMAN By invitation.	4TH FLOOR (For Release, Wed., Oct. 9.) Publ.: Florence Neff, PL. 3-7300.
Tuesday Oct. 8 6:30 P.M.- 9:30 P.M.	FOURTH SESSION OF FASHION TRAINING COURSE "Cosmetic and Millinery"--Speakers: Helen Van Slyke, House of Fragrance; Elinor McVickar, "Harper's Bazaar"; and Lilly Dache.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) Individual session:	UNITED ENGINEERING CENTER (345 E. 47TH ST.) \$2.75. Contact: CI. 7-3940.
Wednesday Oct. 9 3:30 P.M. Champagne	PRESS PREVIEW: CUSTOM AND BOUTIQUE COLLECTION Alice Schweitzer will present her Fall-Winter French and Moroccan fashion collection; also launching her new perfume "Gavroche."	ALICE SCHWEITZER By invitation. (For Release, Fri., Oct. 11.) Publicity: Naomi Zagor,	741 MADISON (AT 64TH ST.) SALON - 2ND FLOOR BU. 8-6337.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 9 4:00 P.M.	ADVANCE PREVIEW OF SHOES AND SANDALS Informal showing of Resort, Spring, and Summer shoes and sandals by Golo. By invitation. Contact: Arthur Samuels, Jr., or Joy Reardon, BR. 9-5800.	GOLO FOOTWEAR CORP.	350 FIFTH AVENUE SUITE 925
Wednesday Oct. 9 4:30 P.M.	SPRING COLLECTION IN CALIFORNIA By invitation. Contact: 627-2036 (L.A.).	ANNETTE BULLOCK (719 SO. LOS ANGELES ST.)	CAVE DES ROYS LOS ANGELES
Oct. 10	OHRBACH'S RELEASE DATE--Fall and Winter fur fashions. (No Press Show)		
Thursday Oct. 10 10:00 A.M.- 12:00 Noon Brunch	PRESS PREVIEW: "TEN BEST DRESSED TABLES" The Gorham Company, in cooperation with Table Fashion Institute, will present table settings by regional winners from Birmingham, Pasadena, Cleveland, Washington, Boston, San Antonio, New York, New Orleans. Editors will vote on "Best Dressed Table," and winner will receive \$1,000 prize. By invitation. Publicity: Ted Materna Assoc., 75 East 55th St., PL.3-3240.	THE GORHAM COMPANY	HOTEL PLAZA WHITE & GOLD SUITE
Thursday Oct. 10 12:30 P.M. Luncheon	FALL AND WINTER FASHIONS AT LUNCHEON Luncheon fashion presentation. Press by invitation. Public by reser- vation; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	MIMI TUTHILL (41 EAST 60TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 10 5:00 P.M.	FALL FASHIONS BY NORMAN NORELL Special invitational showing of Fall and Winter fashions by Norman Norell. Attendance by invitation. Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	6TH FLOOR DESIGNERS' SALON
Oct. 11	MACY'S RELEASE DATE--At-Home fashions. (No press show)		
Friday Oct. 11 11:00 A.M.	PREVIEW: HOLIDAY-INTO- RESORT COLLECTION Preview of evening gowns, dresses, and cocktail accessories. By invitation Thereafter by appointment. Contact: TE. 8-3870.	LESTER WICKS, INC.	113 EAST 62ND STREET SALON
Friday Oct. 11 7:00 P.M. Dinner	ANNUAL AWARD DINNER DANCE "October in New York"--award dinner this year will honor Mrs. Diana Vreeland, editor-in-chief, "Vogue"; and the 1963 Textile Award will be received by Mr. William G. Lord for Burlington Industries, Inc. Honorary Chmn.: Laura Johnson, Mildred Morton, Charles Revson. Reservations: Frances Duehren, WI. 7-0324.	N.Y. FASHION DESIGNERS, INC.(1457 BROADWAY)	HOTEL PLAZA BALLROOM
Monday Oct. 14 9:30 A.M. Coffee	PRESS PREVIEW OF SKI FASHIONS Bonwit Teller will preview new ski fashions. By invitation. (For Release, Tues., Oct. 15.) Publicity: Rea Lubar, EL. 5-6800.	BONWIT TELLER	5TH FLOOR
Monday Oct. 14 8:00 P.M.	OPENING NIGHT OF OPERA SEASON The seventy-ninth season with a new production of Verdi's "Aida." Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA	MET. OPERA HOUSE B'WAY & 39TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Oct. 14	OPENING: RESORT AND SPRING COLLECTION Debut of new junior swimsuits. Also, Spring collection of junior dresses, color-coordinated sportswear, cotton knits, and suits. Continuous showings. Publicity: Claire Affens, PE. 6-2392.	BOBBIE BROOKS, INC.	1407 BROADWAY SHOWROOM - 3902
Monday Oct. 14- Oct. 19	NEW YORK ANTIQUES FAIR Forty-second semi-annual Antiques Fair, with 135 exhibitors from 13 states and England displaying for sale American, European, and Oriental furnishings and collectors' items. Hours: 1:00 P.M.-11:00 P.M.; Sat., 1:00 P.M.-6:00 P.M. Admission: \$1.50 (opening day \$2.00). Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH ST.
Tuesday Oct. 15 9:30 A.M. Coffee	PREVIEW: SPRING SPORTSWEAR COLLECTION Preview of sportswear and dresses for Spring. By invitation. Contact: Miss Gerry McEvoy, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY SHOWROOM - 4TH FLOOR
Tuesday Oct. 15 8:45 A.M. Breakfast	PREVIEW OF SWIMWEAR '64 Preview of "The Wildcat"--Maidenform's 1964 swimwear collection for press and buyers. Show at 9:30. Admission by ticket only. Publicity: Mary Ann Zimmerman, Bell & Stanton, PL. 9-4800.	MAIDENFORM	EL MOROCCO 305 EAST 54TH STREET
Tuesday Oct. 15 12:00 Noon	PRESS PREVIEW: HATS BY JEAN BARTHET Jean Barthe of Paris will be here with his new collection, designed exclusively for Bergdorf Goodman's made-to-order millinery salon. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Tuesday Oct. 15 1:00 P.M. Luncheon	LUNCHEON: "WORLD OF 'ORT' FASHIONS" Premiere of original fashions which were designed and made by young ORT (Organization for Rehabilitation Through Training) students in France, Israel, Iran, Morocco, and Tunisia. The collection will be sent on tour for presentation by Women's American ORT chapters throughout U.S. By invitation. (Release date, Thurs., Oct. 17.) Publicity: Chayym Zeldis, OR. 4-5750.	WOMEN'S AMERICAN ORT	NEW YORK HILTON GRAND BALLROOM
Beginning Tuesday Oct. 15	OPENING: RESORT SPORTSWEAR COLLECTION Robert Sloan will present his 1964 Resort collection of sportswear, dresses, and playclothes, designed by Sylvia de Gay. By reservation. (Note Change of Date.) Continuous thereafter. Publicity: Margaret Hodge, 110 West 51st St., LT. 1-3260.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 16 12:30 P.M. Luncheon	PRESS PREVIEW: FALL FERRAGAMO SHOES Saks Fifth Avenue will present the Ferragamo shoe collection and introduce Miss Fiamma Ferragamo. By invitation. (For Release, Fri., Oct. 18.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Oct. 17 12:30 P.M. Luncheon	COCKTAIL AND EVENING FASHIONS AT LUNCHEON Showing of Malcolm Starr's Fall and Winter collection, available at Lord and Taylor. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Fashion Show Dir.: Mary Alice Rice, PL. 2-5726.	MALCOLM STARR, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 18	SAKS FIFTH AVENUE RELEASE DATE--Ferragamo shoes.(Preview, Oct.16, See Pg.5		
Friday Oct. 18 12:00 Noon Luncheon	SPORTSWEAR MEETING: RESORT AND SPRING Showing of sportswear. Commentators: Nonnie Moore, "Mademoiselle"; Barbara Slifka, "Harper's Bazaar." Co-chmn.: Virginia Booth, Lord and Taylor, and Nonnie Moore. Prices: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON BALLROOM
Monday Oct. 21 12:30 P.M. Luncheon	PRESS PREVIEW: NEW PEARL SALON Saks Fifth Avenue will present the collection of cultured pearls from their new Pearl Salon. By invitation. (<u>Note Change of Date.</u>) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Monday Oct. 21 5:00 P.M. Cocktails	AT-HOME FASHIONS BY IRENE GALITZINE Press preview of Bendel's at-home fashions, designed by Irene Galitzine of Italy, who will be present at the show. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	HENRI BENDEL	REGENCY HOTEL PARK AVE.& 62ND STREET
Tuesday Oct. 22 10:30 A.M.	PREVIEW: SPRING SUIT COLLECTION Showings also Oct. 29, Nov. 5, 12, 19 at 10:30. By reservation. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Oct. 22 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview for the press of Spring and Summer sportswear collection. By invitation only. Contact: Joan Van Hoyer, WI. 7-1381.	QUEEN CASUALS (1410 BROADWAY)	HOTEL PIERRE ROOF GARDEN
Oct. 23	GIMBEL RELEASE DATE--Ski Fashions for the Entire Family. (No Press Show)		
Wednesday Oct. 23 12:30 P.M. Luncheon	FIRST FASHION SHOW AT WORLD'S FAIR The Women's Committee of the Greater New York Councils, Boy Scouts of America, will present a showing of Holiday fashions by Harvey Berin. Furs--B. Weinstein. Jewelry--Marvella. Reservations--\$15.00; contact: Joe Klein, 25 West 43rd Street. Commentator and Publicity: Lynne Lyons Blum, 36 Sutton Place, So., PL. 5-1450.	BOY SCOUTS OF AMERICA- GREATER N.Y. COUNCILS	"TOP OF THE FAIR" WORLD'S FAIR GROUNDS
Wednesday Oct. 23 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Spring collection, designed by Philippe Tournaye for Rembrandt, at a preview for press. By invitation. Resident buyers' showing, Thursday, Oct. 24 at 2:30. Thereafter, Oct. 29, 30, Nov. 5, 6 at 2:30. By reser- vation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Oct. 24 9:30 A.M. Coffee	PREVIEW OF CHILDREN'S IMPORT FASHIONS Ohrbach's will preview children's Fall and Winter young import collection. By invitation. (<u>For Release, Fri., Oct. 25.</u>) Publicity: Mark Klauser, OX. 5-4400.	OHRBACH'S	6TH FLOOR YOUNG IMPORT SHOW

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Oct. 24 2:30 P.M.	PREVIEW: RESORT AND SPRING COLLECTION Resort-Spring suit collection, designed by Stefan. Contact: Isabelle Crawford, LW. 4-9000.	BRIARBROOK SUITS	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR By invitation.
Friday Oct. 25 8:00 P.M.	TWELFTH ANNUAL "APRIL IN PARIS" BALL "La Femme" is the theme of this year's "April in Paris" Ball, which will be filmed to appear on NBC television, Sunday, Oct. 27, from 10:00 to 11:00 P.M. Chief beneficiaries: French Hospital in N.Y. and American French Foundation Charities. Reservations: \$150.00. Contact: Miss Jeremyn Davern, LT. 1-1000, Ext. 257.	AMERICAN FRENCH FOUNDATION(1540 B'WAY)	AMERICANA HOTEL IMPERIAL BALLROOM
Monday Oct. 28 10:30 A.M.; 11:00 A.M.	OPENING OF SPRING COLLECTIONS Showings--Leonard Arkin at 10:30; Arkin Knits at 11:00--Oct. 28, 30, Nov. 4, 6. Contact: Miss Brigitte, WI. 7-5324.	LEONARD ARKIN; ARKIN KNITS	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Oct. 28 11:30 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Arthur Jablow's Spring coats, suits, ensembles, designed by David Kidd, at 11:30, Oct. 28, Nov. 5, 7, 13. Contact: Virginia Yost, LA. 4-3404. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Oct. 28 12:00 Noon	PREVIEW OF SPRING COLLECTION Showings at 12:00 Noon, Oct. 28, 31, Nov. 4, 6, 7, 12. By invitation. Contact: Ruth McLaughlin, LO. 4-6337.	ESTEVEZ, INC.	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Monday Oct. 28 1:00 P.M.	OPENING OF SPRING COLLECTION Showings at 1:00, Oct. 28, 29, 30, Nov. 4, 5, 6. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday Oct. 28 2:15 P.M.	OPENING OF SPRING COLLECTION Paul Parnes' Spring collection, designed by Karen Stark and Fernando Bosc. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Oct. 28 4:00 P.M.	PREVIEW OF SPRING COLLECTION Also, Oct. 30, Nov. 4, 6 at 4:00. By invitation. Contact: Eli Lehrman, LO. 4-0616. Publicity: Eleanor Lambert, MU. 8-2130.	SCAASI BOUTIQUE FOR MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday Oct. 28 5:45 P.M. Cocktails	PREVIEW: CALIFORNIA SPRING COLLECTION Preview of Helga's Spring collection. By invitation. By invitation. Thereafter, by appointment. in private suite for three weeks. Contact: Walter Oppenheimer, CI. 7-2200; MADison 7-0806 (L.A.).	HELGA (722 SO. LOS ANGELES ST.)	HOTEL GOTHAM BALLROOM
Beginning Monday Oct. 28	OPENING OF SPRING COLLECTION Continuous daily showings of Spring dresses and costumes, including floor-length, designed by Mort Mogel. Publicity: Florence Judson, BR. 9-0965.	PARNES-FEINSTEIN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 29 10:00 A.M.	PREVIEW OF SPRING COATS AND SUITS Special preview for press and resident buyers. By invitation. Showings at 10:00, Nov. 5, 6, 7, 12, 13, 14. Thereafter by appointment. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday Oct. 29 10:30 A.M.	OPENING OF SPRING COLLECTION Showings Oct. 29, 30, 31 at 10:30. By appointment. Contact: LA. 4-7540.	HERBERT SONDHEIM, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Oct. 29 10:30 A.M.	OPENING OF SPRING COLLECTION Also, Oct. 30, Nov. 1, 5, 6, 7, 12 at 10:30. By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 29 11:00 A.M.; 11:30 A.M.	OPENING OF SPRING COLLECTIONS Showings--Andrea A. at 11:00; Andrew Arkin at 11:30--Oct. 29, 31, Nov. 5, 7. Contact: Miss Brigitte, WI. 7-5324.	ANDREA A.; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Oct. 29 11:30 A.M.	PRESS PREVIEW: SPRING COATS AND SUITS Preview for press of Spring coats and suits. By invitation. Thereafter, Oct. 31, Nov. 4, 6, 12 at 11:30. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Oct. 29 1:00 P.M.	OPENING OF SPRING COLLECTION Hannah Troy's Spring collection on Oct. 29, 30, Nov. 5, 6, 12, 13 at 1:00 P.M. By appointment. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Oct. 29 1:00 P.M.	OPENING OF SPRING JUNIOR COLLECTION Resort and Spring junior collection, daily except Mondays and Fridays at 1:00 P.M. Contact: LA. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Maurice Rentner's Spring collection, designed by Bill Blass. Showings at 2:30, Oct. 29, 30, 31, Nov. 5, 7, 12, 14. <u>Press showing, Monday, Nov. 4 at 3:00 P.M.</u> By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Oct. 29 2:30 P.M.	OPENING OF SPRING COLLECTION Showings at 2:30, Oct. 29, 30, 31, Nov. 5, 6, 7, 13. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday Oct. 29 3:00 P.M.	SPRING SPORTSWEAR COLLECTION Preview by invitation. Continuous thereafter. Contact: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Oct. 29 4:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION By invitation. Thereafter at 10:30 A.M., Oct. 31, Nov. 4, 6, 8, 12, 14. Showings by reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Oct. 29	OPENING OF SPRING COLLECTION Harvey Furst will present cocktail dresses, long formals, and reception ensembles, designed by Donn Auten. Continuous showings. Contact: Blossom Furst, WI. 7-5370.	HARVEY FURST, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Oct. 30	MACY RELEASE DATE--Horse Show Fashions. (No Press Preview)		
Wednesday Oct. 30 4:00 P.M.	OPENING OF SPRING COLLECTION Mademoiselle Ricci's Spring collection, designed in Paris by Jules Francois Crahay for Nina Ricci. Also, Nov. 6 at 4:00. By invitation. Contact: Marta Schreiber, OX. 5-4760.	MADemoiselle RICCI	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Oct. 31 10:30 A.M.	OPENING OF SPRING COLLECTION Showings at 10:30, Oct. 31, Nov. 5, 6, 7. By appointment. Contact: Myra de Francesca or David Taxier, LA. 4-8490.	EDWARD ABBOTT- WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Friday Nov. 1 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING COLLECTION Preview of Vera Maxwell's Spring dresses and costumes. By invitation. Thereafter at 12:00 Noon, Nov. 4, 5, 6, 7, 12, 13, 14. By reservation. Contact: Mr. Revell, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Nov. 4	MAURICE RENTNER'S PRESS SHOWING AT 3:00.(Opening, Oct. 29 at 2:30-see pg.7)		
Monday Nov. 4 2:00 P.M.	OPENING OF SPRING COAT COLLECTION Showings Nov. 4, 6, 12, 14 at 2:00 P.M. By appointment. Contact: Louis Mariani, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Monday Nov. 4 3:30 P.M.	PREVIEW OF SPRING JUNIOR FASHIONS Preview of Spring junior collection, designed by Frank Adams. By invitation. Continuous thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Nov. 4	OPENING OF SPRING COAT COLLECTION Continuous showings. Contact: Phyllis Schorr, LO. 4-6886.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
Nov. 5	ELECTION DAY (Tuesday).		
Tuesday Nov. 5 10:00 A.M.	PREVIEW: SPRING COAT AND SUIT COLLECTION Showings at 10:00, Nov. 5, 7, 11, 13. Contact: Mr. Rene Taxier, LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Nov. 5 10:30 A.M.	OPENING OF SPRING COLLECTION Also, Nov. 7, 12, 14 at 10:30. By reservation. Contact: Sally Wolfe, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Nov. 5 1:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Spring dresses, designed by Stanley Herman. By invitation. Continuous thereafter. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 5 4:00 P.M.	PRESS PREVIEW: SPRING-SUMMER RAINWEAR Lawrence of London's couture rainwear collection for Spring-Summer. By invitation. Thereafter, by reservation, Nov. 6, 7, 11, 13, 14 at 4:00 P.M. Contact: Norman Lawrence, CH. 4-3815. Publ.: Mathews-Latham, MU. 5-7907.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Nov. 5 4:00 P.M.	OPENING OF SPRING COLLECTION Also, Nov. 12 at 4:00. By reservation. Contact: Anne Towne, CH. 4-2655.	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Nov. 5- Nov. 12	EIGHTIETH ANNUAL NATIONAL HORSE SHOW Public Relations: Bill Bryan, TN. 7-2576.	NAT'L HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Tuesday Nov. 5- Nov. 6 8:30 P.M.	SKI FASHION SHOW AND SKI MOVIE Active ski and apres ski fashions, available at Saks Fifth Avenue, from the November issue of "Mademoiselle" will be shown during intermission of a ski movie produced by John Jay. Benefit performances for Spence-Chapin Adoption Service Building and Development Fund. Tickets: \$5.00. Contact: Miss Cordon, Spence-Chapin, 6 E. 94th Street, EN. 9-0300.	MADMOISELLE, SAKS FIFTH AVENUE	HUNTER COLLEGE ASSEMBLY HALL
Wednesday Nov. 6 10:00 A.M.	SPRING-HOLIDAY COATS, SUITS AND COSTUMES Jack Sarnoff's Spring and Holiday collection, designed by Molly. Also, Nov. 11 and 14 at 10:00 A.M. By reservation. Contact: PE. 6-7121.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Wednesday Nov. 6 12:00 Noon Luncheon	CRUISE AND SPRING COUTURE FASHIONS One showing only, by invitation. Thereafter informal showings, by appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Nov. 6 1:00 P.M.	PREVIEW OF SPRING DRESSES AND COSTUMES Spring collection, designed by Ole Borden for Arthur Cole. By invitation. Continuous thereafter. Contact: John Brunelle, OX. 5-4760.	ARTHUR COLE	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Nov. 6 2:30 P.M.	OPENING OF SPRING COLLECTION Also, Nov. 8, 12, 14 at 2:30. By invitation. Contact: Joanne Jaap or Muriel Morris, IO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday Nov. 6 3:00 P.M.	PREVIEW: SPRING DRESSES AND COSTUMES By invitation. Informal showings thereafter. Contact: Paula Gregoriade, IO. 4-9115.	ANNE FOGARTY, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday Nov. 6 4:30 P.M.	PRESS PREVIEW: SPRING COLLECTION Preview for press, by invitation. Showings at 10:30, Nov. 8, 12, 14, 20. By reservation. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Nov. 8	MACY RELEASE DATE--Ski Fashions. (No Press Show)		

1964

JANUARY

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